



Focus Area Prioritization (Business Information)

Questions to consider:

- Who would champion the effort in the community?
- What existing resources could be leveraged to reach the business community?
- If businesses were added as a target audience of one of the existing focus areas, how would that impact goals and strategies for that focus area?

Business Brainstormed Focus Areas (Roughly in order of prioritization)		
Focus area name	Impact potential	Feasibility potential
Information Campaign	There are more than 4,000 businesses in Edina and several potential energy actions that could be promoted. Businesses make up 66% of Edina's electricity usage.	The success of this hangs on methods used to reach and incentivize businesses is and what the call to action is. Seeing what peers are doing is a strong incentive. What channels could be used?
Outreach Through Organizations	There are several active business organizations in Edina, including the Chamber of Commerce (400 members), Rotary Club (160+), and 50 th and France organization.	Leveraging voices that businesses know and trust can be effective. Success of this strategy depends on how businesses are contacted and what the call to action is.
Target the Retail Sector	There are several retail businesses in Edina, including at 50 th and France, Southdale, the Galleria, and Centennial Lakes Plaza. A recent lighting project saved a Galleria store ~50% in electricity costs. Retail locations could be targeted geographically and through organizations.	Building owners and facility managers are often the decision makers. What are current channels to retail owners and managers? Are they engaged? Success depends on engaging decision makers, building interest and momentum, and what the ask is. Might dovetail with a recognition campaign.
Business Recognition and Awards	There are many businesses to target, but this would require extensive awareness building to be successful. There are many electricity-savings actions that could be encouraged.	It would be difficult to build consumer pressure for business engagement in a local green recognition program, but there's potential to engage businesses through organizations for the marketing benefit. The savings would depend on how many businesses completed actions and which actions are requested.



Business Brainstormed Focus Areas (Roughly in order of prioritization)

<i>Focus area name</i>	<i>Impact potential</i>	<i>Feasibility potential</i>
Windsource®	<p>In 2014, Windsource® cost \$0.68 per block (100 kWh). Average commercial consumption in Edina is about 15,000 kWh monthly, so an entire usage subscription would cost \$102/month.</p> <p>Edina's commercial subscribers are in the single digits.</p>	<p>In order for this strategy to work, businesses would need to see a benefit from subscribing to Windsource®. An understanding of why current subscriptions are low would be beneficial.</p>
Target the Healthcare Sector	<p>Fairview Southdale hospital is a large facility that has already won awards for sustainability. There are many clinics and medical offices in the Edina as well, and they could be targeted geographically. Healthcare in general is a very energy intensive sector.</p>	<p>Building owners and facility managers are often the decision makers for leased space. What are current channels to engage Healthcare? Success depends on engaging decision makers, building interest and momentum, and what the ask is.</p>